



A Textbook of Pharmaceutical Industrial Management

Biren Shah

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Written in strict accordance with the prescribed syllabus, this book caters to the needs of B. Pharm. students of different universities in the country. The book can also be used as a supplementary text for MBA courses in Pharmaceutical Industrial Management.

The book has been written in purview of modern requirement of students to keep them abreast with the latest management practices and operational patterns being followed in the pharmaceutical industry. It educates students about the latest techniques of strategic management and their application in the market, preparing them as adept professionals to play vital roles in futuristic global market.

Salient Features

- Student-friendly narrative language
- Point wise presentation of key concepts
- Caricatures providing an aesthetic visual impact for understanding vital concepts
- 107 tables and 110 illustrations to aid students in learning and mastering key concepts
- Plenty of examples and practice tables to facilitate expertise in accountancy and preparation of financial documents like ledger preparation, balance book/accounts maintenance, etc.
- Points to Ponder at the end to help students quickly revise the chapter
- End-of-chapter questions from previous years' examinations to test knowledge and skills

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